

2020 Census Program for Evaluations and Experiments (CPEX)

**CNSTAT Panel to Evaluate the Quality of the Census
Second Meeting: August 31, 2021**

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*All estimates are considered preliminary. Final counts and percentages will be released as part of the 2020 Census Operational Assessments series.

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- Requests from CNSTAT Panel:
 - Deeper dive on experiments, particularly related to administrative records
 - Changes to CPEX since 2018
 - Schedule/priorities for release

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2020 CPEX Experiments

- Real-Time 2020 Administrative Record Census Simulation
- Extending the Census Environment to the Mailing Materials
- Optimization of Self-Response in the 2020 Census

Real-Time 2020 Administrative Record Census Simulation

- Purpose: To show how population statistics compare between an administrative record census and traditional data collection
- Simulation was conducted in the same time frame to determine the length of time needed to execute an administrative records census

Extending the Census Environment to the Mailing Materials

- Purpose: To increase self-response by tapping into the unique environment surrounding the decennial census through the materials used to contact households and request self-enumeration
- Treatments: Mail materials that incorporated messaging from the 2020 Census communications campaign, “I Count” stickers provided in the initial mailing, and every door mailing on Census Day to promote the 2020 Census

Optimization of Self-Response in the 2020 Census

- Purpose: To understand the impact of the mailing strategy and overall influence of the Internet response option
- Treatments: 2010 Census mail strategy with no mention of the internet response option, the 2020 Census mail strategy with no mention of the Internet response option, switch in Internet First and Internet Choice strategies, and no mail materials provided

Impacts of the pandemic on the 2020 Census Mail Experiments

- Four panels did not receive the experimental mailing materials for mailings 4 and 5; these were replaced with production materials
- Non-responding CPEX housing units received up to two additional, non-experimental mailings that were not in the original mailing strategy
- The Every Door Direct Mail panel second design was intentionally withheld from the mailings since the images of people responding in public places were deemed inappropriate at a time when the CDC was urging people to stay home
- The “I COUNT” stickers were designed to be worn or displayed by respondents but changes in public activities within same timeframe of receipt neutralized the intended purpose of the sticker

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- CPEX research projects were generated starting with a call for proposals in 2017
- The Decennial Research Objectives and Methods (DROM) Working Group reviewed proposals and provided recommendations to form a cohesive research and evaluation program
- Initial scope of the 2020 CPEX was approved by the 2020 Census Executive Steering Committee in May 2018
- After initial scope was approved, as systems and operations finalized their plans, studies have been added and removed

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2020 CPEX Scope Changes since May 2018

	Added	Deleted
Evaluations		
Reengineered Field Ops		X
GQAC & College Housing	X	
ISR Paradata	X	
2019 Test/Census Match	X	
Census Impact on ACS	X	X
COM Evaluations (6)	X	
Experiments		
NRFU Crowdsourcing		X
Tailored Contact Strategies		X
Social Media Experiments		X
Paid Media Experiment		X
Citizenship Impact	X	X

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Summary of CPEX Scope Changes:

Study Type	Initial Scope (2018)	Final Scope (2021)
Evaluations	6	14
Experiments	7	3
Operational Assessments	53	50
Quality Control Results	5	5

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Status of Reports

- 2020 CPEX Reports will be released beginning early next year and will continue to be released into 2024
- Prior to external release, all reports will have to go through disclosure review and external clearance processes, so public release will begin in Early 2022:

Year	Quarter	CPEX Report Release
2022	Jan-Mar	<i>Operational Assessment: In-Office Address Canvassing</i>
2022	Apr-Jun	<i>Operational Assessment: Update Leave</i>
2022	Apr-Jun	<i>Operational Assessment: Update Enumerate</i>
2022	Apr-Jun	<i>Operational Assessment: In-Field Address Canvassing</i>
2022	Apr-Jun	<i>Operational Assessment: Non-ID Automated and Clerical Processing</i>
2022	Apr-Jun	<i>Operational Assessment: Federally Affiliated Count Overseas (FACO)</i>
2022	Apr-Jun	<i>2020 CPEX: Extending the Decennial Census Environment to the Mailing Materials</i>

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- A full quarterly release schedule will be posted online soon

Questions